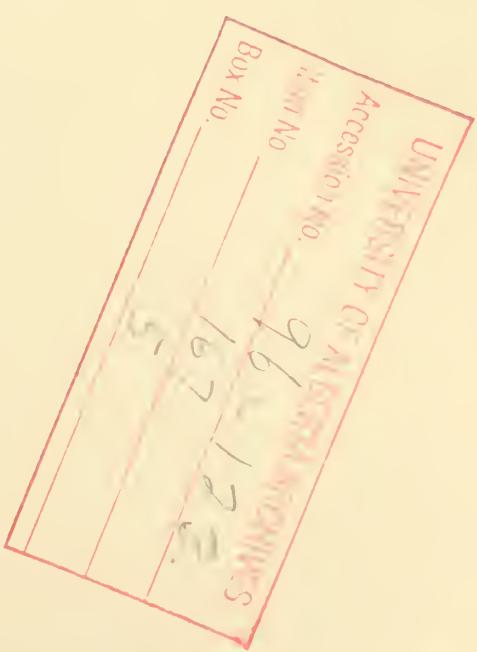


COLLECTION / RUSTON  
COLLECTION, BOSTON, Mass.

1748







11451 - 11549

# TECHNOCRACY INC.

OPERATION  
BOW VALLEY

JULY 1st to 5th  
1948

*Greetings to*  
**MEMBERS and GRAY FLEET UNITS**  
**'OPERATION BOW VALLEY'**

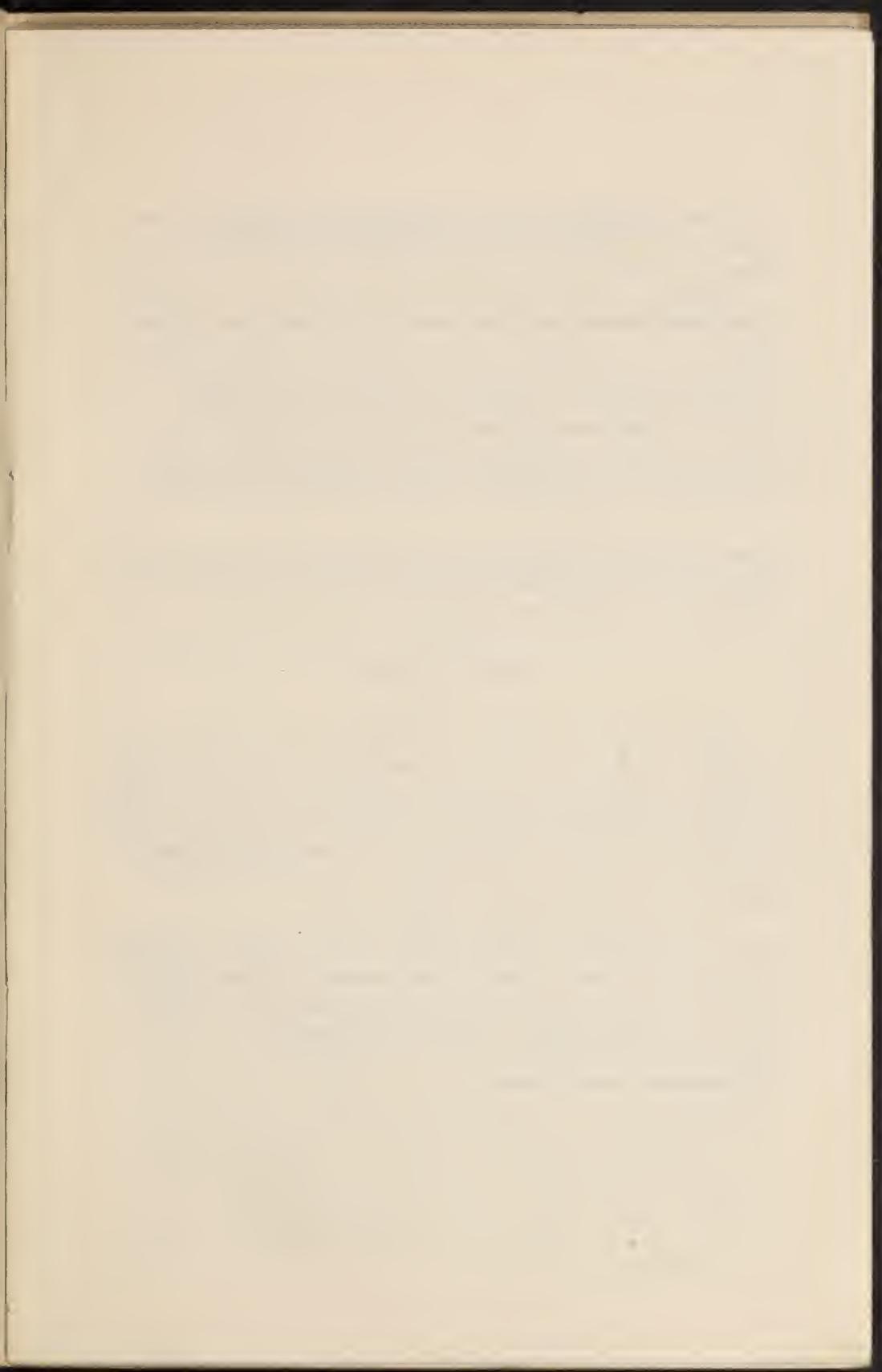
The social and economic trends which are now observable in North America indicate that the Price System Control of this Continent's operations is faced with complex problems for which it is unable to provide any effective or stable solution. As the inevitable application of Science and Technology is accelerated in the production and service fields of North America, during the months ahead, these problems will become increasingly acute and difficult for the majority of North Americans.

Technocrats are aware of this situation and they know the only solution. Therefore, let us marshal our forces and move together to carry the vital message of Technocracy to all parts of North America. To assist in this task, each area will endeavor to stimulate the painting and use of more Official Gray Cars—these will be one of our most powerful and effective mediums of symbolization and publicity—also, more Highway Signposts and display Billboards; more Public Meetings; and general Section Expansion.

All Set? Then let's go! Forward to the Technate.

Salute!

A. W. ATWATER,  
Asst. Dir.,  
Division of Organization, C.H.Q.



The sound truck, or Free Speech on Wheels - is not a man on a soapbox -- it is Superman on a tower of suds -

Loud speaking is not the same thing as plain speaking; the loud speaker piles decibel on decibel and not only is capable of disturbing the peace but through excess of volume can cause madness and death, -- whereas the human voice is a public nuisance only to the extent that it aggravates the normal human resentment against the whole principle of free speech. -

(Now Sound Cars, you know where you stand - and besides how far you can go.)

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A couple from Santa Barbara adopted a French village of Maille shortly after the war - and who have since provided the villagers with tractors, bow ties, frying pans, beanies, electric irons and other items - on personal visits to the town - supply kids with lollipops, balloons and bubble gum.

Let's be different - and adopt every citizen (including politicians) on this North American Continent - and supply them with Technocracy literature - Compare the difference in the two gestures!

You measure the effect!

SPECIAL INSTRUCTIONS TO CAR DRIVERS

1. Please service car previous night to insure prompt departure the following morning. Garages servicing Technocracy cars will be designated by signs.
2. Maintain your position as close to the car in front of you as is consistent with safety. In towns, maximum speed will be 20 mph, distance between cars 20 to 30 ft. On highways maximum speed 40 mph, distance 75 to 100 ft.
3. Your place in the motorcade will be indicated by the number provided for your car and this position must be maintained unless the car ahead of you has been forced out by car trouble, in which case you will move up and close the ranks.
4. Be meticulous in the use of hand signals, take your cue from the lead car (MOU) and pass signal back to the car following.
5. Have the passenger sitting beside you keep you advised of stops, danger points, etc. noted in the road log.
6. If you have motor or tire trouble stay at the side of the road and allow motorcade to pass. A mechanic at the rear will drop back to assist you.  
(Speaking of trouble - did you hear about the farmer who was driving along a dark country road? He saw a car parked at the side of the road and suspecting a need for assistance, he stopped and peering into the darkness of the car he inquired, 'Engine trouble?' A voice from within replied, 'Nope'. Farmer, 'Tire down?' Voice, '----' Well, you ask the mechanic to tell you the rest of the story, we haven't room for it here.)

(continued)

SPECIAL INSTRUCTIONS - continued

7. If for any reason you have lost your position in the motorcade you may resume it at any subsequent stop.
8. Never pass another motorcade car while the parade is in motion unless that car has dropped out of line.
9. Remember: One car out of place can ruin the effect on the entire motorcade. Organization and coordination mean effective Operation.

Advertisement in the "New Yorker".  
This could happen on your trip!  
" 'Seven month old baby swallows bottle white shoe  
polish. Parents, family, dealer, all, terribly upset  
Hours passed before Doctor could decide baby out of  
possible danger.' All this anxiety could have been  
avoided by being careful. So why not do as thousands  
of Other Mothers!  
Use Only Beau Peep Pasteurized Baby Shoe Cleaner!  
When baby chews its little shoe,  
"Just any cleaner" will not do,  
And when a toddler he grows to be  
And gets "in everything" just to see  
Take no chances, be doubly-sure.  
Use only cleaner doubly-pure."

Chocolate flavor for brown shoes?  
We warn you Be Careful and have fun!

GENERAL INSTRUCTIONS

1. It is essential that the motorcade start each morning at the specified time. Please be ready to go.
2. All passengers will remain with the same car thru out the trip in order to facilitate the work of transportation and accommodation clerks.
3. Please pay Hotel or camp bills the evening before departure in order to avoid delays.
4. Anyone leaving the party before completion of the motorcade please notify Fleet Captain at MOU.
5. There are laws in various towns governing the use of sound equipment, therefore sound will be used only as instructed by the Fleet Captain.
6. As Technocrats, you know that the purpose of the motorcade is to symbolize and make the people of North America Technocracy conscious. Our success or failure depends on your conduct and voluntary compliance with the instructions in this log book, and those given by the Fleet Captain enroute. Your failure to do so can only be construed as sabotage of the Organization.
7. Every effort has been made to get the maximum impact on the public and at the same time provide an enjoyable trip for those participating. This can be achieved only by the coordination of the whole.
8. In B.C. there is a semi-compulsory automobile Insurance law, under which you must carry what is known as a 'pink slip' showing that your car is insured, otherwise, in case of accident your continued

car may be impounded for an indefinite period of time. Your Insurance Agent can supply these.

9. As a point of interest make a note of all the different foreign car license plates that you notice enroute. They are being brought in contact with Technocracy, many of them for the first time.

EXTRA

Additional copies of this log book may be obtained at the MOU or at Section Headquarters in Calgary. Send one to your friends as a souvenir of the trip.

JUNE 30th, 1948

KIMBERLEY, B. C.

1330 hrs: Assembly at SHQ for sightseeing trip and visit around the largest lead-zinc mine in the world. Notice technology displacing man-hours. A sample of ore will be presented to those participating.

2000 hrs: Public meeting and showing of the movie 'Operation Columbia' at SHQ. Technocrats will give their seats to non-members; the hall is small. You will have the opportunity of seeing the picture and hearing the speaker later on.

2300 hrs: Symbolization at Public Dance. Official dress where possible, at least wear your Monad Emblem (Monads available at MOU)

JULY 1st

KIMBERLEY, B. C.

0915 hrs: Report to Fleet Captain (MOU) at High School for parade assembly.

1000 hrs: Gray Fleet takes part in July 1st parade. (Car drivers remember that the impression the public receives depends on your maintaining your assigned position in this parade. Even if you have to go into low gear or bust a blood vessel, maintain your place and your pace!

1200 hrs: Refreshments at SHQ. Don't waste time here get your 'coffee and', then proceed immediately to:-

1300 hrs: Rendezvous 1 mile north on Banff - Windermere highway. Here you will receive your place number for the motorcade, which will be placed on the inside of the rear window of your car.

1315 hrs: OPERATION POW VALLEY gets underway, marking another milestone in the progress of Technocracy. Watch your driving, your behavior; Be a TECHNOCRAT!

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JULY 1st

OPERATION BOW VALLEY

Mile

- 0.0 - SHQ, Kimberley, B. C.
- 1.0 - Rendezvous on Banff highway
- 2.0 - Monad road marker on your right
- 7.0 - Sharp curve - be careful
- 8.0 - Rough spots ahead for about 5 miles
- 11.0 - Air field on your right
- 14.5 - Ta Ta Creek - Junction with Wasa-Fort Steele road - Monad road marker on your left.
- 15.8 - Monad road marker on your left
- 24.5 - Crossing Kootenay River bridge - notice Monad marker straight ahead thru bridge
- 25.0 - Skookumchuk Post Office - Service Station, emergency stop only.
- 40.0 - Clark's Service Station - emergency stop only
- 44.0 - Motorcade goes off highway to the right, into Canal Flats, U turn and back onto highway.
- 44.8 -  $1\frac{1}{2}$  miles straight ahead to foot of hill. Watch your formation and distance between cars - movie camera man on the hill ahead taking pictures
- 46.6 - Top of hill - 15 minute stop - below you is the head water of the mighty Columbia River. Continental Hydrology will put these flats under 7-8 ft. of water. During recent floods the waters of the Columbia and Kootenay Rivers ran together here.
- 55.0 - Columbia Lake on your right.
- 57.5 - Striking clay-like formation in cliffs on your right is Glacial-Lake clay, fantastic erosional forms commonly known as 'Hoodoos'
- 58.4 - Dutch Creek - we pass at the foot of the above formation.
- 61.3 - Motorcade turns right into Fairmont Springs. Go into second-gear,  $\frac{1}{2}$  mile narrow winding road uphill - time out for a swim in the

JULY 1st - continued

sulpher springs pool and look around. Those who prefer fresh water swimming and less crowded conditions may proceed 14 miles north to Windermere, where we will be billeted for the night.

75.3 - Turn left into Windermere. Register at Windermere Hotel for accommodation and meals - 2100 hrs. - outdoor public meeting and showing of film 'Operation Columbia' in front of the Hotel, if weather permits.

(You'll probably hear the story of the stolen church here, whether you want to, or not.)

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Local airlires were sending out planes loaded to capacity Saturday but officials said the crowds probably would fall off Sunday. - (Cincinnati Post) Oh well, they'll have had a little trip anyway and it's one solution to congestion!

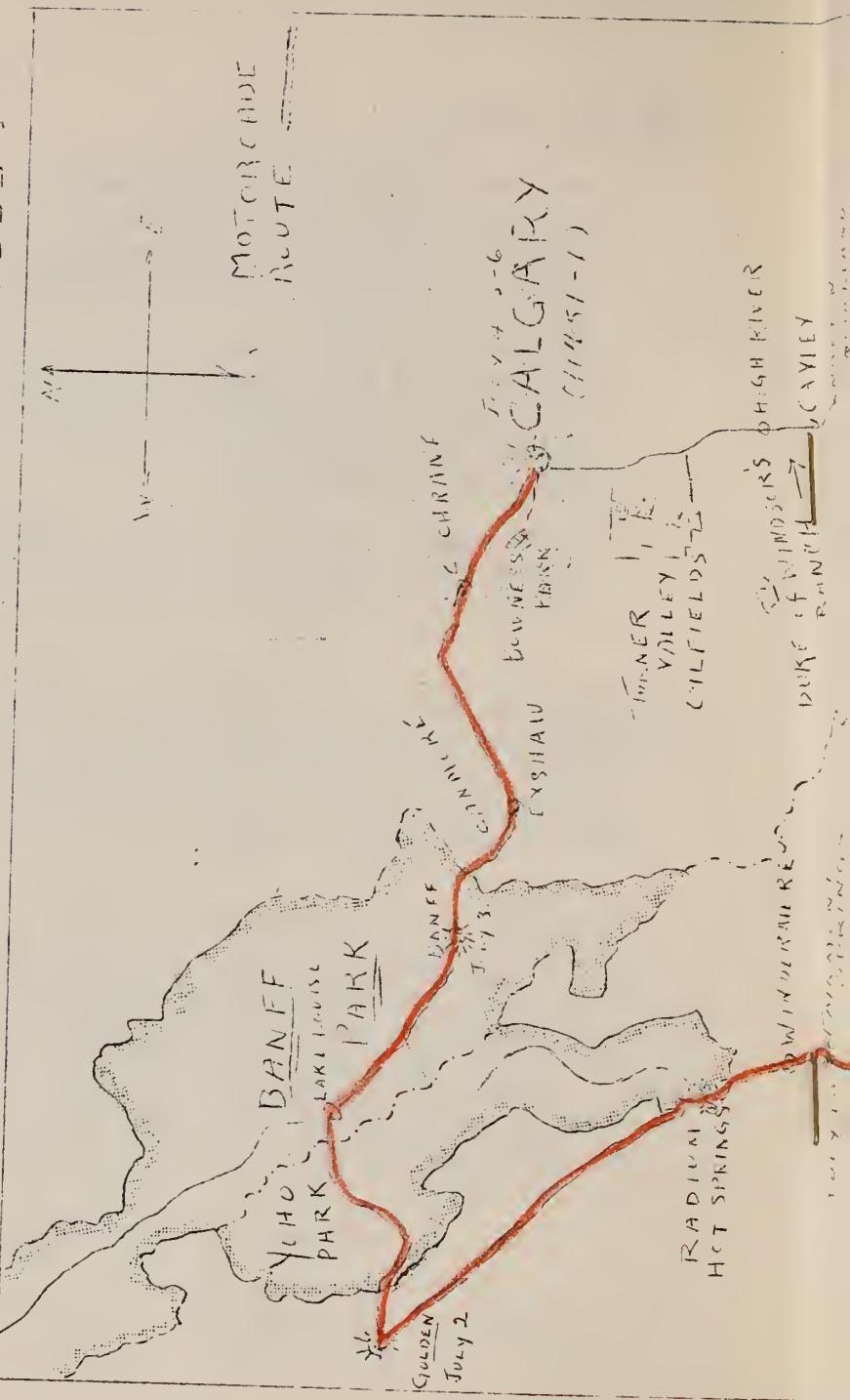
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Congressmen lean toward the idea of voluntary enlistments as a substitute for Universal Military Training. Young men would be cordially invited to join the Army if they had nothing better to do. (Howard Brubaker, New Yorker.)

I'll stake my future in the Technological Army any day - How about You?

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## OPTERATION HOW VAIL





OBV JULY 2nd

0.0 - 1000 hrs on the highway headed for Golden, B.C. (Note starting time. If we are to enjoy stops enroute starting time must be rigidly adhered to.)

3.8 - Motorcade turns left into Invermere, circles town and departs.

17.9 - Motorcade turns right into Radium and Sinclair Canyon. Drive carefully and keep well over to the right.

19.2 - Kootenay National Park Gateway - 1 hour stop - swimming, sight-seeing, pictures, - parking will be 'everybody for himself' with no attempt at formation back to the highway.

22.3 - Rendezvous on highway north of junction. The road from here to Golden may be dusty - drop back far enough for comfortable driving. A rendezvous will be held about 3-4 miles south of Golden to dust off cars before entering town.

48.8 - Spillimacheen

91.8 - Golden, B. C. - parade around town then out to billets at 'Swiss Village Camp' and a shower bath. (You'll probably need one) At 2000 hrs a public meeting and showing of film 'Operation Columbia' will take place at the Columbia Theatre.

Note: On the east - Selkirk Mountains; on the west - the Rockies.

CAR DRIVERS:

Get a good night's rest. Tomorrow calls for careful driving, demanding constant alertness, thru the most marvelous mountain scenery to be seen in the Technate, and over the Great Divide. But these are not the Technate highways.

OBV JULY 3rd

0.0 - 1000 hrs Leave Golden, B.C., headed for the top-o-the-world

16.3 - Yoho National Park Gateway - stop to register and pay the price system penalty of \$2.00 per car. This is good for the 1948 season, and for entry into any Dominion Park.  
We are now entering Kicking Horse Pass.

34.9 - Natural Bridge - 15 minute stop - Junction of Emerald Lake road

37.8 - Motorcade turns right into town of Field, B.C., circles town and departs.

41.9 - Junction of Yoho Valley road.

49.7 - The Great Divide - watch your formation and distance between cars - camera man ahead.  
15 minute stop - Altitude 5332 ft.

55.0 - Lake Louise: Motorcade will make circle drive past Hotel entrance and out to parking space.  
Parking will be on your own. 1 hour stop, and time to walk around the lake front.

58.7 - Junction of Jasper Park highway

75.7 - Junction of Marble Canyon road - Mt. Eisenhower to the left.

79.8 - Junction of Johnson Canyon road - if time permits we may go into the canyon.

96.1 - Banff - If weather and time permit a picture of massed cars will be taken at the CPR depot before proceeding thru the town. (Follow the lead of the MOU). Unofficial parade thru town to the Banff Springs Hotel (see map of Banff). (All traffic regulations must be obeyed regardless of formation.) Return thru town to Kanvas Kabins billet. Now you are free to go wherever you may wish. An outdoor meeting will be held at Kanvas Kabins with showing of 'Operation Columbia' film at 2200 hrs, providing the weather is suitable.

OBV JULY 4th

1000 hrs

0.0 - Kanvas Kabins, Banff; The motorcade will proceed around Tunnel Mountain down Banff Ave., headed for Calgary.

2.5 - Motorcade turns left to Lake Minnewanka

7.6 - Crossing dam sight at Lake Minnewanka

10.0 - On the left Calgary Power Co. canal

10.9 - Calgary Power Co. tower on the right.

12.3 - Turn left on highway #1 - watch traffic - lead cars will wait until all cars on the highway.

16.5 - Mt. Rundle on your right, in Banff you were on the other side of this mountain.

18.5 - Eastern Gateway of Banff National Park - Watch your formation-Camera man ahead;

22.9 - Motorcade turns right into town of Canmore circles town and departs.

55.5 - Historical cairn on your right to the memory of the Rev. McDougalls (Father & Son) combined service of 77 yrs in the church exhorting people to be 'good'. One plaque on this cairn reads:-  
A tribute to the Stoney Indians.  
'They rendered unto Caesar the things that were Caesar's, and unto God the things that were God's.  
(Now they are on a reservation, isn't that just lovely?)

65.5 - Long straight stretch - watch formation, camera man on knoll ahead.

82.0 - Cochrane, Alta. 20mph - long steep hill leaving town.

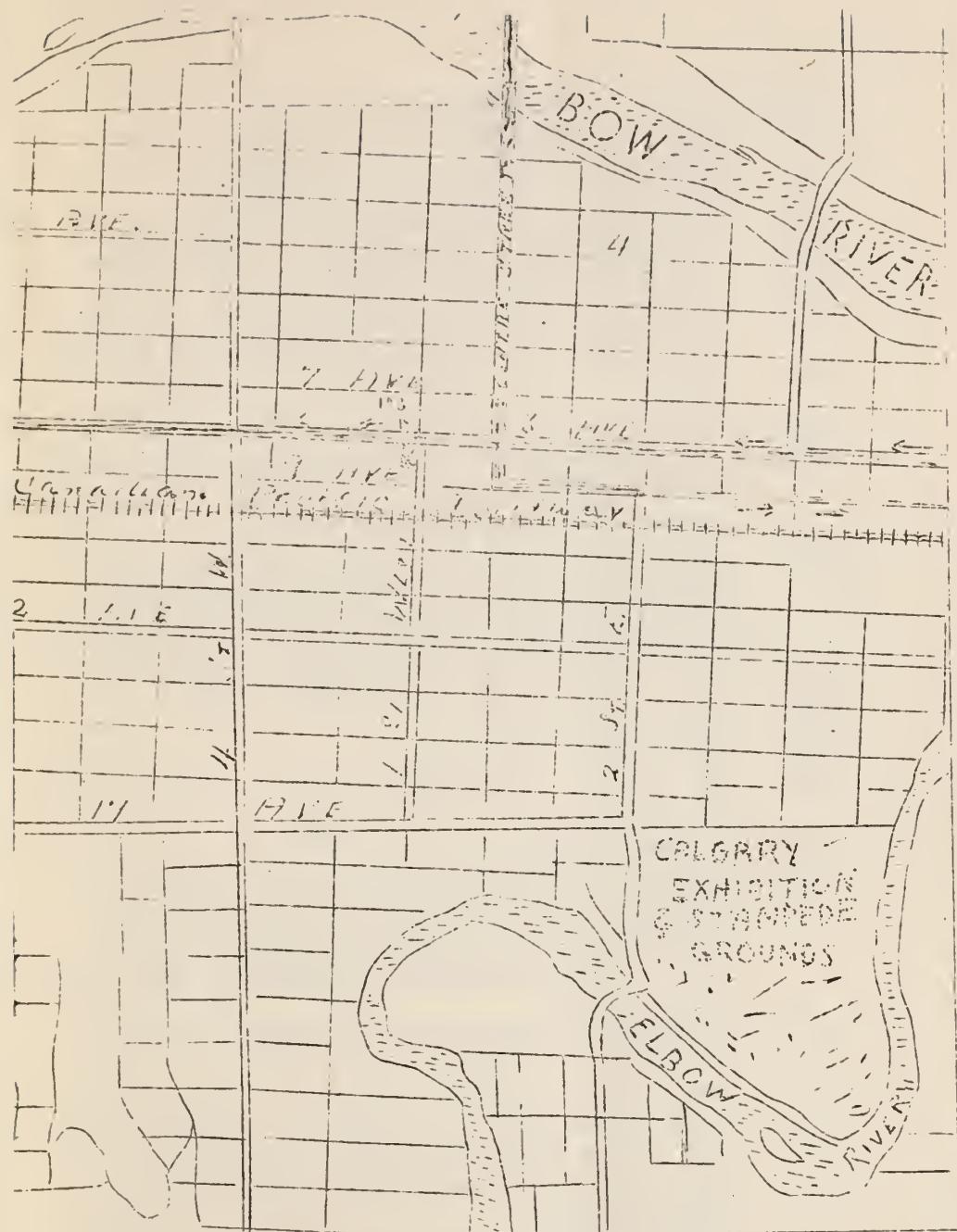
103.0 - Calgary, Alta. Unofficial parade thru town. All traffic regulations must be obeyed, regardless of formation. Travel due east along 16th Ave.

104.4 - Centre Street, turn right, proceed south

105.3 - Centre Street bridge over the Bow River

105.5 - 4th Ave intersection - watch traffic light

105.7 - 7th Ave intersection - watch traffic light



DOWNTOWN - CALGARY

## Calgary Route - continued

- 105.9 - 8th Ave. intersection - this is the main street of Calgary
- 106.0 - 9th Ave. - CPR station in front of you - turn left, proceed east on 9th Ave.
- 106.1 - 1st Street East intersection - STOP street
- 106.2 - 2nd Street East intersection - STOP street
- 106.8 - Bridge over the Elbow river. Polar bear on your right - don't be alarmed, it's a phoney.
- 107.3 - 12th St. East. Turn left to St. George's Island
- 107.5 - Bridge over the Elbow River to Island
- 107.6 - Gateway entrance to St. George's Island Park. Follow road to right, no stopping. If you want to see more come back later.
- 107.8 - Fossil House and prehistoric animals to the left. (If you have been observing General Regulations Part V, Section E, then you are not seeing things: they are there all right.)
- 108.1 - Out of gate, turn left on river road
- 108.3 - Alley Oop's Dinnery to the left
- 108.4 - Elbow River bridge
- 108.7 - 9th Avenue - turn right
- 109.4 - 6th Street. Turn right to 8th Ave. then left proceeding west on 8th Avenue
- 110.0 - Centre Street
- 110.1 - 1st St. West intersection; watch traffic lights; no right, left or U turns; looking diagonally to the left, SHQ Section 1, RD 11451 on the second floor; Hudson's Bay store to the right.
- 110.4 - Between 3rd & 4th Sts., T. Eaton's store on the right.
- 111.0 - 9th Street West; turn right
- 111.2 - STOP street; 9th St. & 4th Ave. intersection and Louise Bridge across the Bow River.
- 111.3 - Turn left at the end of the bridge, follow the Boulevard
- 111.8 - 14th St.; turn right, one block north, turn

left on Bowness road.

- 112.2 - Bowling Green on the right. Observe Price System housing projects along route. There will be nothing like this in a Technate!
- 112.3 - Monad road marker on the right
- 114.8 - Railroad crossing. Stop, look & listen; there may be a twain on the twack.
- 116.2 - Bridge over Bow River
- 117.0 - Bowness Village
- 117.3 - Railroad crossing
- 118.0 - Monad road marker on the left
- 118.8 - Bowness Taxi stand; turn left
- 118.9 - Entrance to Bowness Park. Price System penalty, 5¢ for each adult.

Billeting for Calgary will be arranged here. Picnic and swimming; miniature golf and boating for fun at a price. Arrangements may be made for showing outdoors of 'Operation Columbia' at about 2130 hrs., if weather permits.

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General Eisenhower has learned that one of his duties at Columbia is to raise a hundred and seventy million dollars for the University. There is no longer any doubt that Ike has found permanent postwar employment.

Does the word 'finance' ring a familiar note? Have you ever heard of financial trouble before?

CALGARY, JULY 5th

1000 hrs.- Calgary's mile long Stampede parade. Owing to the desire to maintain the Status Quo, we are not permitted to enter the Gray Fleet in this parade. (You just gotta ride a horse or be able to throw the bull.) See the parade if you can, and if you can't ride a Burma Bull you can watch others try it at the Stampede grounds.

1200 hrs.- The restaurants will be crowded, but you can get coffee, tea, and a cold plate lunch at the Section.

2100 hrs.- Dance for members and their friends at Harris Sky Room, 1108 6th Ave. West. No price system penalty.

CALGARY JULY 6th

2200 hrs - Public meeting at the Elks Hall on 7th Ave.

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OPERATION COLUMBIA is now history.

If we have made mistakes, we are human; if we have learned anything from our mistakes, we are average humans; and if we apply what we learn to the solution of future operating problems we will then be correctly termed, -'TECHNOCRATS'.

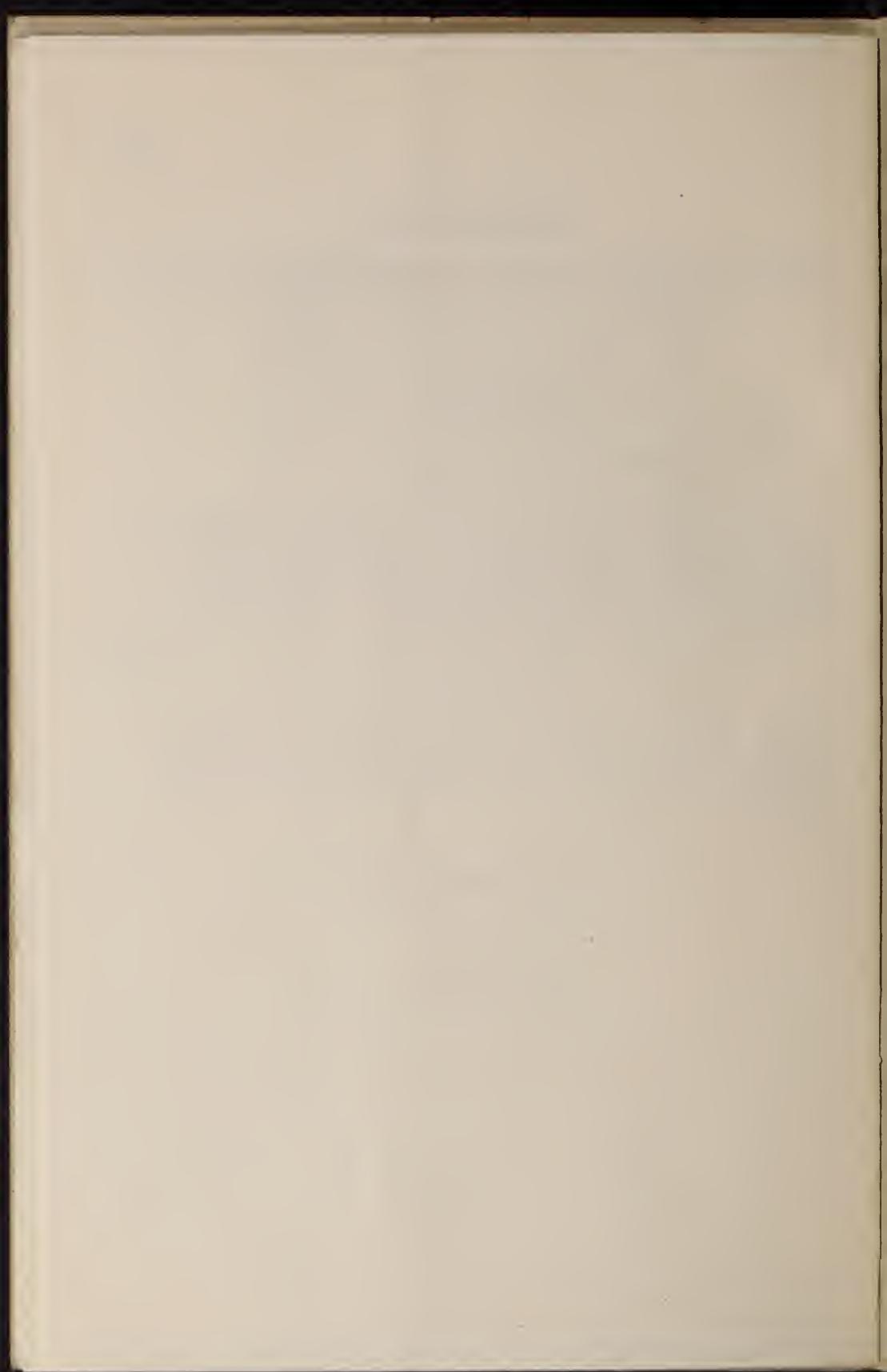
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11451-1 & 11549-1 salutes all those participating in Operation Bow Valley and helping us put over our biggest effort to date in our march toward the New America!

Happy Landings and

Salute !

OBV Committee



'AS AND WHEN Section Officer personnel and the active members thoroughly understand the Organization structure of Technocracy and the duties and functions of the Section Officers and Committees, then progressive development and expansion automatically follow. When such understanding is acquired the individual complex is relegated to the background, and the members realize the necessity for coordinated application of effort by all those who comprise the operating personnel, in order to secure successful results in the struggle to reach our common objective. This procedure applies through the entire design of our Continental structure.'

'With the trends developing towards further social and economic upheaval in this Nation and Continent and throughout the world, Technocrats in America are called upon to apply their maximum application of coordinated effort now and through the months ahead. Technocrats have the opportunity of showing the way to the establishment of security and abundance for all North Americans. No greater or more vitally important assignment was ever given to any group of people. This constitutes both an honor and a responsibility as well as an opportunity. The Price System control is getting out of control—its time is running out. The day of the Technote is dawning and its high noon not far ahead.'

FORWARD TO THE OBJECTIVE!

(C.H.Q., G.M., Sept. 20, '46.)

